

**Members Present:** Kari Zambon (Town of Pelican), Tom Kelly (OC Board), Ted Cushing (ITBEC), Krystal Westfahl (Minocqua Area), Dana DeMet (Rhinelanders), Susan Pilch (Pilch and Barnett), *By phone:* Tamara Anderson (Tomahawk)

**Members not present:** Connie Madden (Lake Tomahawk), Skip Brunswick (Three Lakes), Judy Jurries (St. Germain)

**Guests:** Jeff Anderson Wisconsin Department of Tourism (2:00p.m.) by phone

1. CALL TO ORDER: 1:30
2. Discuss/Approve agenda for today's meeting
  - a. Zambon, Cushing second motion carries
3. Discuss/Approve minutes of April 6 meeting
  - a. Cushing, Kelly motion carries
  - b. Notes to change – spelling throughout: Joel Knutson, Sorensen and Tamra
4. Discuss/Approve Treasure's Report
  - a. Madden provided report YTD: \$100,000 w/carry over \$11,403 = \$111,403
  - b. Taken payment for 500 from pelican
  - c. Taken dues payments, Pelican \$500, Rhinelanders \$1000, Hazelhurst \$500, St Germain \$500
  - d. Through April 30 -- Three Lakes, \$500, Minocqua \$1000, etc. missing on report
  - e. Pilch and Barnett expense
  - f. Outstanding \$36,900 – April-June Pilch and Barnett services
  - g. Reprocess MJS Dana DeMet \$427.95
  - h.  $50,340.96 + 427.95 = 63,562.04$  and Tamra's WBAY show.
  - i. Approve Treasures report as read Cushing, second Zambon Motion carries
5. Discuss/Approve Invoices
  - a. Pilch and Barnett Invoice \$36,900
  - b. Expense Report from DeMet \$427.95
  - c. Motion to pay bills by Cushing, Kelly second motion carries
6. Discuss/Approve Date(s) for future meetings
  - a. 1:30 Rhinelanders Chamber of Commerce
7. Discuss/Approve recommendations for 2016 reproduction of Oneida County Guide Book
  - a. Last designed and assembled in 2011
  - b. Plan to republish for later this year for 2016 guide  
Susan Barnett discussion with group:
    - Develop 2-3 year supply
    - Budget will come in August for 2016
    - Production Guideline – go into 4<sup>th</sup> quarter with the deadline of September
    - How to develop the waterways/lakes portion of the guide?
  - c. Westfahl makes a motion to keep the number of pages to 32. Cushing adds to the motion that the paper weight will stay the same, second Kelly. Motion passes.

Discussion after motion:

- Tom 2.5-3 pages to add to
  - Prioritize Content: size and production the same. Silent sports – hiking, biking, skiing, second lakes, third ATV/UTV & invasive species.
  - Pilch and Barnet request assistance with “trail audit” in each of the communities.
  - Lakes criteria to feature on website with full listing.
  - DeMet tasks RASTA and LAMBO group to create biking listing | Chambers of commerce of each community will bring the signature lakes and we will rank on the website.
  - Quantity – we go through 7500 a year and let’s plan on a 2-3 year cycle. 25-30K to be budgeted.
  - DeMet will provide an action list for the Chambers to help build this new book.
8. Discuss/Approve presentation to Oneida County Board Supervisors
- a. Quick overview was presented about the presentation on outcomes of the 2014 Tourism season. June 16<sup>th</sup> at 9:30 Oneida County Board Meeting. All are welcome to attend. Motion to approve Kelly, Westfahl second. Motion carries.
9. Pilch & Barnet report
- a. Marketing Report: Discussion about the 1<sup>st</sup> quarter
  - b. E-newsletter second highest referral source next to the webpage. Good readership.
  - c. Web page unique and total visits both up.
  - d. We draw our highest percentage of visitors from the Chicago market
  - e. Winter Wish List Sweepstakes – very effective in getting entries (718) and 300 new webpage users due to this promotion
  - f. Trends – people not using all vacation days. New sweepstakes package to capitalize on this.
  - g. Direct Mail co-op marketing 65,000 households
  - i. Use list broker to specifically market to women with children under 18yo in household, own house, \$65,000-\$70,000 income level. Self-survey – 1 trip taken out the household.
10. State Department
- a. Economic impact information = great start to the season from 1<sup>st</sup> quarter and Memorial Day weekend. Indicator to summer visitor traffic. Summer campaign, Bo Ryan to run through July and then mix in Airplane movie ad. Both campaigns running this summer. Madison, MKE, Chicago, MPLS, Northwestern Iowa, Fox Cities – “Camp Wisconsin” print, radio, TV.
  - b. Secretary Klett presented two JEM grants \$20,000 to Boom Lake Log Jam & \$15,000 to Tommy O’s for Renaissance Fair.
11. Grow North & OCEDC Report
- a. Grow North – meeting in Antigo focused on timber industry in northern region. Brief overview on rail and timber transportation, tour of lumber yard in Antigo. Secretary Stepp gave updates on what state was doing in conjunction with white nose bat syndrome
  - b. OCEDC – land acquisitions in Rhinelander for growth

12. Community reports

- a. Rhinelander: June very busy with events.
- b. Minocqua: lecture series, June Bloom Arts and Crafts Show, Farmers Market
- c. Pelican Township: great memorial day weekend, sports supported with baseball tournament

13. Public Comment/Communications

- a. No CNRED or public

14. Items to be included on next agenda

- a. Items for new guide
- b. CHAMBER UPDATES ON PARTNER ACQUISITION FOR GUIDE
- c. First draft of 2016 budget approval
- d. Request for Pilch and Barnet to help update ITBEC Oneida County site. Look at possibilities to funnel information to Pilch and Barnet so Oneida County can be up to date on ITBEC site.

15. Adjournment

- a. 3:15 adjournment